

## Message Text

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17

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 100756Z MAY 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 9032

UNCLAS TOKYO 6746

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1976 THIRD QUARTERLY  
REPORT (JANUARY - MARCH 1976)

REF: A. TOKYO 1295 B. STATE 69882

1. THIS MESSAGE CONTAINS THE EMBASSY'S THIRD QUARTER FY 1976  
CCP PROGRESS REPORT.

2. TRADE PROMOTIONS: USTC HELD TWO REGULAR  
EXHIBITIONS (NOISE & VIBRATION EQUIPMENT; PROCESS CONTROL  
INSTRUMENTATION), AND 11 BSP'S. CONGEN OSAKA STAGED  
15 AMDO PROMOTIONS.

3. TRADE OPPORTUNITIES (TO'S): EMBASSY SUBMITTED 46  
TO'S, 29 OF WHICH WERE CAMPAIGN-ORIENTED. CONGEN OSAKA  
DEVELOPED 297 TO'S, OF WHICH 168 WERE CAMPAIGN-ORIENTED,  
SAPPORO SUBMITTED 17 TO'S, OF WHICH 12 WERE CAMPAIGN-  
RELATED, AND NAHA AND FUKUOKA, 6 AND 2 TO'S RESPECTIVELY,  
ALL OF WHICH WERE CAMPAIGN-RELATED. LICENSING OPPORTUNITIES  
SUBMITTED, 7 (TOKYO ACCOUNTED FOR 6).

4. EMBASSY AND CONSTITUENT POSTS ORGANIZED 11  
FOREIGN BUYER GROUPS (FBG) TO VISIT US SHOWS.

5. EMBASSY VALUATED TW CONTRACTED MARKET STUDIES.  
IT ALSO WAS INVOLVED IN BIDDING FOR INDONESIAN  
SECTORAL SURVEY.

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YM CCP CAMPAIGNS: FOLLOWING SUMMARY INCLUDES ONLY

THOSE CCP ACCOMPLISHMENTS BY EMBASSY AND  
CONSTITUENT POSTS THAT SIGNIFICANTLY EXCEED OR FALL  
SHORT OF TARGETS. LETTERS KEYED TO CCP CAMPAIGNS.

A. NOTHING TO REPORT (NR).

B. CALLS ON AGENTS/END-USERS FOR TC SHOW, 80.

MARKET REPORTS SUBMITTED, 2.

C. AGENT/END-USERS CALLS FOR FEBRUARY TC SHOW, 33

D. NR

E. TO'S DEVELOPED, 15 (OSAKA ACCOUNTED FOR 14).

TWO MARKET REPORTS SUBMITTED BY OSAKA.

F. TO SUBMITTED, 1.

G. PERSONAL CALLS MADE, 5.

H. TO'S SUBMITTED, 143, OF WHICH OSAKA ACCOUNTED

FOR 118. FBG'S ORGANIZED, 6. PERSONAL CALLS MADE,

60. THE "LIBETY BELL CAMPAIGN" CONSUMER GOODS SHOW

HELD AT USTC DURING FEB 17-19 INCLUDED REPRESENTATIVES FROM 43

US FIRMS AND HAD TWELVE-MONTH SALES PROJECTION OF

DOLS 15.4 MILLION.

I. TO SUBMITTED, 1.

J. NR.

K. FBG ORGANIZED, 3. TWO MARKET REPORTS SUBMITTED

BY OSAKA.

L. TO SUBMITTED, 1.

M. NR.

N. CAMPAIGN DROPPED (REF. TOKYO 1295)

O. CALLS ON AGENTS/END-USERS, 5

P. NR.

Q. NR.

7. RE REF B, PARA 4, AGREE SHIFT THOSE RESOURCES TO  
AUTOMOTIVE PART AND EQUIPMENT TRADE MISSION. PARA 5,  
WHILE U.S. INDUSTRY PLAYS AN IMPORTANT ROLE IN SUPPLYING  
POWER GENERATIION EQUIPMENT, LARGE AMERICAN CORPORATIONS,  
E.G., WESTINGHOUSE, GE, WELL REPRESENTED IN JAPAN.  
NEW ENERGY SYSTEMS, TO OUR KNOWLEDGE, HAVE NOT REACHED  
SAGE OF COMMERCIAL APPLICATION AND CONSEQUENTLY  
DO NOT WARRANT CCP EMPHASIS AT THIS TIME. BELIEVE  
RESOURCES COULD BE BETTER UTILIZED IN SUPPORT OF  
EXPANDED CONSUMER GOODS ACTIVITIES DURING BICENTENNIAL  
YEAR.

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## Message Attributes

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